



CONSUMER MARKETING REPORT

Presented to the
Tourism Advisory Council

Billings, Montana
October 7, 2008

2008-09 WINTER CAMPAIGN



CREATIVE STRATEGY

+ Objectives

- Grow awareness of Montana brand
- Grow consideration of booking a winter trip to Montana

+ Montana offering- Authentic winter experiences that include more than just skiing

+ Timing: October - February

+ Budget: \$935,000 (\$800K and accrued \$135K)

- Note that co-op dollars will go towards media buy and is included in media plan

OVERVIEW

		OCT	NOV	DEC	JAN	FEB
NATIONAL	Print					
	Internet					
KM MN	Print					
	Internet					
	Radio *					
	Billboard					
	REI Roadshow					
KM SEA	Print					
	Internet					
	Radio **					
	Billboard					
	REI Roadshow					
		* Radio run dates are the weeks of 9/29, 10/6, 10/27, 11/3, 11/17, 12/1, 12/8				
		** Radio run dates are the weeks of 10/20, 10/27, 11/17, 11/24, 12/1, 12/29, 1/5				

BUDGET

		\$	\$	%
NATIONAL	Print (67%)	\$ 279,306.16	\$417,905.15	44%
	Online Display (24%)	\$ 101,735.20		
	Search Engine (14%)	\$ 58,240.00		
	Treasure Chest (5%)	\$ 19,500.00		
	Co-op contrib	\$ (40,876.21)		
KM MN	Print (21%)	\$ 20,963.04	\$199,865.50	21%
	Online (6%)	\$ 11,737.60		
	Radio * (61%)	\$ 122,488.86		
	Billboard (22%)	\$ 44,676.00		
KM SEA	Print (12%)	\$ 24,054.80	\$200,047.52	21%
	Online (7%)	\$ 13,552.00		
	Radio ** (47%)	\$ 94,766.84		
	Billboard (34%)	\$ 67,673.88		
PRODUCTION	Outside costs	\$ 87,740.00	\$123,685.00	13%
	Time	\$ 35,945.00		
	TOTAL	\$ 941,503.17		
	TOTAL BUDGET	\$ 935,000.00		
	BALANCE	\$ (6,503.17)		



MEDIA STRATEGY

- + Total Spend = \$817,818
- + Timeframe: October 2008 - February 2009
- + Goals:
 - National: Increase Montana brand awareness promoting the greater winter picture (not just skiing)
 - Key market: Increase Montana brand awareness and drive traffic to REI Roadshow events
- + Objectives:
 - Explore success of less ski-focused publications, sites and messaging platforms
 - Utilize publications showing high conversion
 - Promote REI events in Minneapolis and Seattle
- + Measurements:
 - Reader Service, Click-through and Web Analytics

NATIONAL MEDIA

- + Total National Spending = \$421,662.98 (+47% vs. YA)
- + Co-op Contribution = \$40,876 (+103% vs. YA)
- + Print Spending = \$269,080 (+52% vs. YA)
 - Increase in spending attributed to addition of high converting endemic publications
 - \$34.54 CPM (down from FY08)
 - Nearly doubled the amount of impressions from FY08
 - Co-op Partner Contribution: \$21,210
- + Internet Spending = \$152,583 (+42% vs. YA)
 - \$94,343 in Display, \$58,240 in SEM/CPC
 - \$22.09 CPM (similar to FY08)
 - Impressions almost doubled from FY08
 - Addition of more weather, general travel, and Canadian target

NATIONAL MEDIA-PRINT

A photograph of a winter landscape with snow-covered trees and a line of people on a rope. The scene is set in a snowy field with several trees. A line of people is visible, stretching across the middle of the image, appearing to be on a rope or a low bridge. The background is a pale, overcast sky.

It wasn't the ski patrol we were most worried about
If we ducked the ropes. It was something that, if startled,
would certainly make us late for the romantic sleigh ride with
our wives and the gourmet meal to follow. The result of which would
be so painful that we opted for another uncrowded, inbound run.

TO PLAN YOUR VISIT, CALL 1-800-VISIT-MT, EXT. 907
OR LOG ON TO www.wintermt.com FOR A FREE VACATION PLANNER
WINDSOR MOUNTAIN PARK, MONTANA

MONTANA

MONTANA
BIG SKY COUNTRY

NATIONAL MEDIA-PRINT



It wasn't the double-black diamonds that were otherworldly.
Rather, it was the spiritual nature of this particular snowshoeing trip.
Ancient geysers and thermal rivers married perfectly with a herd of bison
that could care less that I'd be late for microbrews with friends at six.

TO PLAN YOUR VISIT, CALL 1-800-VISIT-MT. EXT. 904
OR LOG ON TO www.wintermt.com FOR A FREE VACATION PLANNER.

MONTANA
Yellowstone National Park

MONTANA
BIG SKY COUNTRY

NATIONAL MEDIA-PRINT



It's amazing what we ran into on this kind of terrain.
A real cowboy. The occasional skier in jeans.
Fresh tracks from what we could only guess was a moose.
No less amazing was what we discovered later at dinner—
that a Rocky Mountain Oyster is not a kind of shellfish.

TO PLAN YOUR VISIT, CALL 1-800-VISIT-MT, EXT. 900,
OR LOG ON TO www.wintermt.com FOR A FREE VACATION PLANNER.
Bridge of Bow and area outside of Bozeman, Montana

MONTANA

MONTANA
BIG SKY COUNTRY

NATIONAL MEDIA- INTERNET



BOUNDARY *line*

Lift & lodging
PACKAGES AS LOW AS
\$65 TO SKI & STAY

Click here
to plan your Montana
winter vacation.

MONTANA
WINTERMT.COM



HIGH SPEED
quad

Lift & lodging
PACKAGES AS LOW AS
\$65 TO SKI & STAY

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MONTANA
WINTERMT.COM



APRÈS *soak*

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NATIONAL MEDIA- INTERNET

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WINTER.MT.COM

HIGH SPEED quad



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MONTANA
WINTER.MT.COM

KEY MARKET MEDIA

+ Minneapolis


- Total spend = \$199,865.50
(+81% vs. YA)
- Media vehicles used
 - Print (10%)
 - Online (6%)
 - Radio (61%)
 - Billboard (22%)

+ Seattle

- Total spend = \$200,047.52
(+87% vs. YA)
- Media vehicles used
 - Print (12%)
 - Online (7%)
 - Radio (47%)
 - Billboard (34%)

- + Radio: Target PRIZM groups with high downhill and/or cross country skiing indexes. Highest Radio Format Indexes for these PRIZM groups: Classic Rock, News/Talk, Alternative, NPR

KEY MARKET MEDIA- INTERNET



HIGH SPEED
quad

Lift & lodging packages
AS LOW AS \$65
TO SKI & STAY

Click here to plan your
Montana winter vacation.

MONTANA
WINTERMT.COM



APRÈS *soak*

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TO SKI & STAY

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MONTANA
WINTERMT.COM



BOUNDARY *line*

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MONTANA
WINTERMT.COM



ENTER TO WIN
A MONTANA
winter vacation

OCTOBER 11-12
MONTANA
ROADSHOW

Saturday, October 11
10am-9pm

Sunday, October 12
11am-5pm

Bloomington
REI Store

wintermt.com/rei

KEY MARKET MEDIA- PRINT



APRÈS *soak*

Yellowstone National Park

MONTANA
WINTERMT.COM

We don't speak much French here in Montana, but we do like how the word après seems to roll off the tongue. And while we truly enjoy our abundance of huge mountains, exceptional winter activities and charming small towns, it's possible that sitting in two feet of snow in a swimsuit is where you'll find us.



There are 16 unique ski areas in Montana.

To plan your visit to Montana, call 1-800-VISIT-MT, ext. 913 or log on to wintermt.com for a free winter guide.

KEY MARKET MEDIA- BILLBOARD



MONTANA
BIG SKY COUNTRY



MINNEAPOLIS MEDIA

+ Radio

- Total spend = \$122,489 with avg. of 7 weeks in market
- Reach 75.3%, Frequency: 8
- Formats: Classic Rock, Public Radio/News/Talk, Alternative, AAA
- Weeks: 9/29, 10/6, 10/27, 11/3, 12/1, 12/8
- Percentage devoted to REI promotion: 24%

+ Print

- Total spend \$20,963
- Circulation: 2,119,280 (\$9.89 CPM)
- Timeframe: October – December
- Star Tribune and MARQ Magazine



MINNEAPOLIS MEDIA

+ Online

- Total spend = \$11,737
- Impressions: 865,000 (\$28.63 CPM)
- Timeframe: October – January
- Seattletimes.com and Seattletimes.com travel e-newsletter

+ Rotary Bulletins

- Total spend = \$44,676 (with production)
- Effective impressions: 14,221,800
- Two (2) 14'x48' bulletins on rotating schedule
- Timeframe: October 6 – January 25



SEATTLE MEDIA

+ Radio

- Total spend = \$94,767 with avg. of 7 weeks in market
- Reach 58.9%, Frequency: 10.9
- Formats: Classic Rock, Public Radio/News/Talk, Alternative, AAA
- Weeks: 10/20, 10/27, 11/17, 11/24, 12/1, 12/29, 1/5
- Percentage devoted to REI promotion: 27%

+ Print

- Total spend \$24,054
- Circulation: 1,467,353
- Timeframe: October – November
- Pacific Northwest Magazine and TRIP



SEATTLE MEDIA

+ Online

- Total spend = \$13,552
- Impressions: 410,000 (\$15.67 CPM)
- Timeframe: October – February
- Startribune.com and Star Tribune direct e-mail

+ Rotary Bulletins

- Total spend = \$67,674 (with production)
- Effective impressions: 2,989,800
- Two (2) wallscapes measuring 27' x 34'6" & 36 'x 26'
- Timeframe:
 - November 24 – February 24 (near Space Needle)
 - September 15 – November 2 (near Qwest Field and Safeco Field)



MONTANA REI ROADSHOW

+ Dates

- Minneapolis (Bloomington) October 11-12
- Seattle December 6-7

+ Objective

- Increase winter travel to Montana through communicating the winter sports opportunities (primarily skiing) as well as the greater winter experience activities

+ Elements

- Sweepstakes
- Store signage and communication
- Booth space
- Giveaway and catering



SWEEPSTAKES

- + Two (2) “Winter Vacation” trip giveaways; one in Minneapolis and one in Seattle
- + Entry in-store at event or through website wintermt.com/rei
- + Travel Montana will coordinate trip
- + Trip includes
 - 4 day/3 night all-expense paid winter vacation
 - Choose three activities such as dog sledding, trip through Yellowstone or relaxing spa treatment
 - Airfare, ground transportation, lodging, lift tickets and dining for two people



STORE SIGNAGE & COMMUNICATION

- + Dyptics and Tryptics (tiered in-store signage)
- + Inclusion in REI newsletter and calendar
- + Pre- and post-show eblasts to TM and REI email contacts

REI STORE SIGNAGE





BOOTH SPACE

- + Pole banners
- + Name tags
- + Flat screen TV playing looping ski videos (new music)
- + At Travel Montana table
 - Sweepstakes box and entry forms
 - Winter travel planners
 - Schwag / giveaways

BOOTH SPACE- POLE BANNERS



BOOTH SPACE- ENTRY FORM & BOX



ENTER TO WIN A 5 DAY/4 NIGHT
ALL-EXPENSE PAID WINTER VACATION
FOR TWO TO MONTANA.

**Trip includes airfare, ground transportation, lodging,
dining, and three days of winter activities for two people.*

Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____

Email Address _____

☐ Would you like to subscribe to the Travel Montana e-newsletters?

How did you find out about this promotion? ☐ Travel Montana e-mail ☐ REI e-mail

☐ Visitmt.com ☐ Radio ☐ Magazine ☐ Billboard ☐ Internet ad ☐ REI store

☐ Other _____

Visit wintermt.com/rei for official rules.

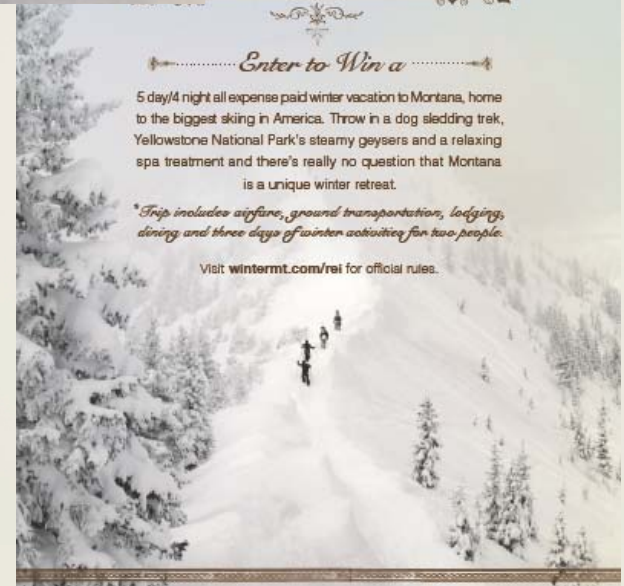


.....Enter to Win a.....

5 day/4 night all expense paid winter vacation to Montana, home
to the biggest skiing in America. Throw in a dog sledding trek,
Yellowstone National Park's steamy geysers and a relaxing
spa treatment and there's really no question that Montana
is a unique winter retreat.

**Trip includes airfare, ground transportation, lodging,
dining, and three days of winter activities for two people.*

Visit wintermt.com/rei for official rules.



MONTANA
BIG SKY COUNTRY



MONTANA REI ROADSHOW

+ Schwag

- Quantity = 5,000
- Budget = \$1 – 1.50 per item
- Huckleberry Haven hot cocoa- 2,500 @ \$1 each
- Huckleberry Haven huckleberry coffee tin- 2,500 @ \$1.50 each

+ Catering (served outside store in morning, MN only)

- Snowy Mountain Coffee in cups with Snowy Mountain sticker
- Huckleberry Haven hot cocoa
- Elk snack stix



MSAA PARTNERSHIP

- + Partnership with the Montana Ski Areas Assn (MSAA), representing 16 operating ski areas statewide

- + Hosted a Ski Montana media event in Boulder, CO / Oct 2, 2008
 - Designed to tell Montana's authentic and unspoiled ski story
 - Targeted Boulder/Denver area editors/media contacts due to concentration of winter sports media in that area
 - Hosted two-hour reception with schwag, video, and winter imagery
 - Connected reps from 9 Montana ski areas— large and small— and 30+ influential media contacts

- + Contributing \$15,000 towards MSAA in-state media campaign driving audiences to www.skimt.com
 - Campaign runs December 08-March 09
 - Creating a “Local's Page” section on skimt.com to support in-state message
 - Total MSAA campaign budget: \$90,000



SLED THE ROCKIES

SNOWMOBILE CO-OP CAMPAIGN



SLED THE ROCKIES

SNOWMOBILE CO-OP CAMPAIGN

- + Co-op between Idaho, Wyoming, and Montana
- + Total budget of \$105,000 (\$35,000 from each state)
- + Past campaigns included print & online advertising
 - Call to action: visit www.sledtherockies.com to win one of three snowmobiling trips to ID/WY/MT
 - sweepstakes component helps build contact database



SLED THE ROCKIES- MEDIA

- + No print placement for 2008-09 season
- + All online placement
 - Keywords & paid links on google.com & yahoo.com
 - Banners, eblasts, and web video on content sites
 - Enthusiast sites: snowest.com, amsnow.com, offroad.com, trailconditions.com, snowtracks.com
 - Geo- and demo-targeted sites: weather.com, msn.foxsports.com
- + Budget Breakdown
 - Online Media: \$68,276.80
 - Production & Outside Costs: \$19,000
 - Sweepstakes trips: \$15,000
- + Campaign runs November 1, 2008 - March 31, 2009



Presentation will be available at:

www.TravelMontana.mt.gov